

Fig. 1A

00201-04269-00000

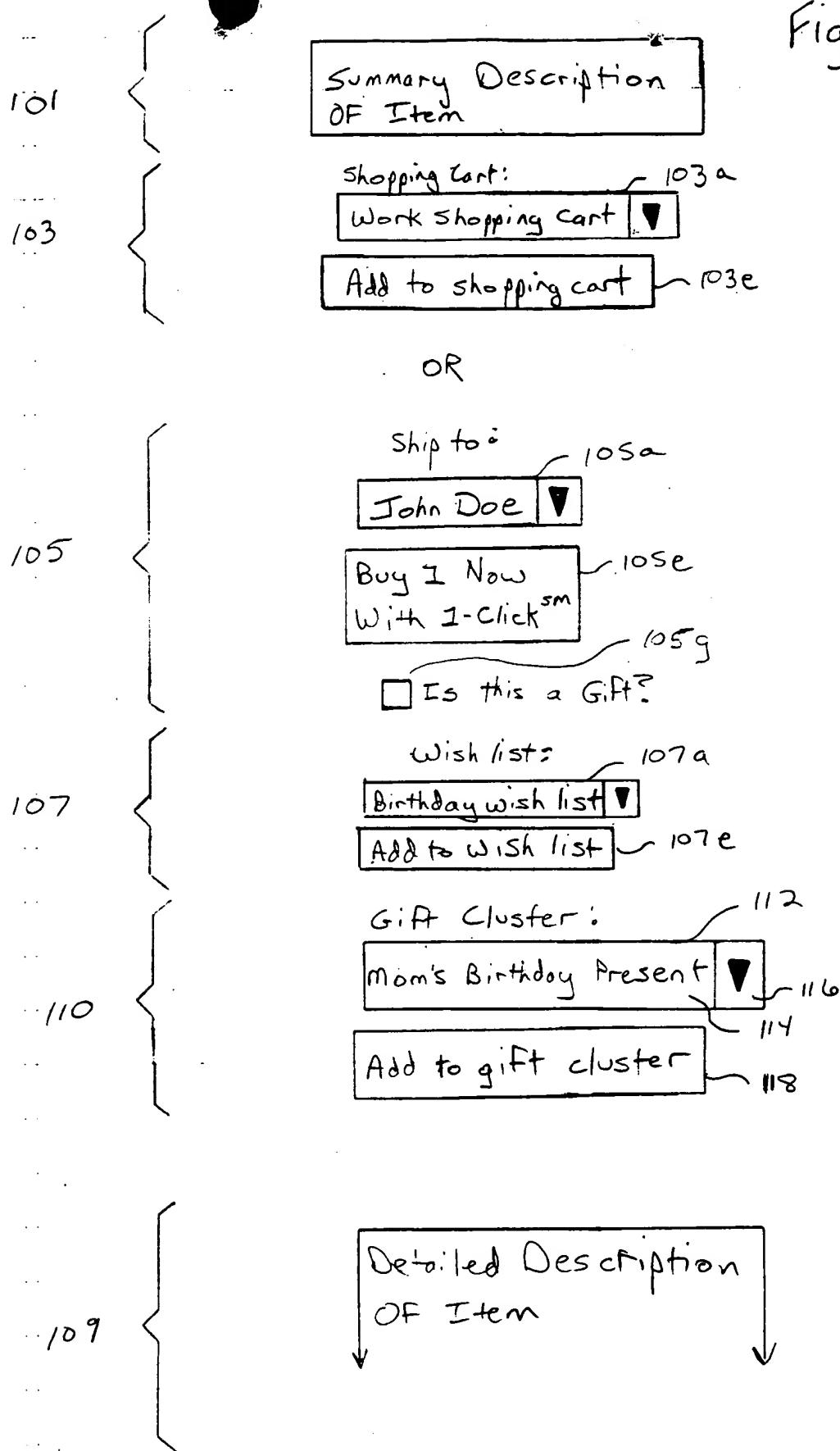
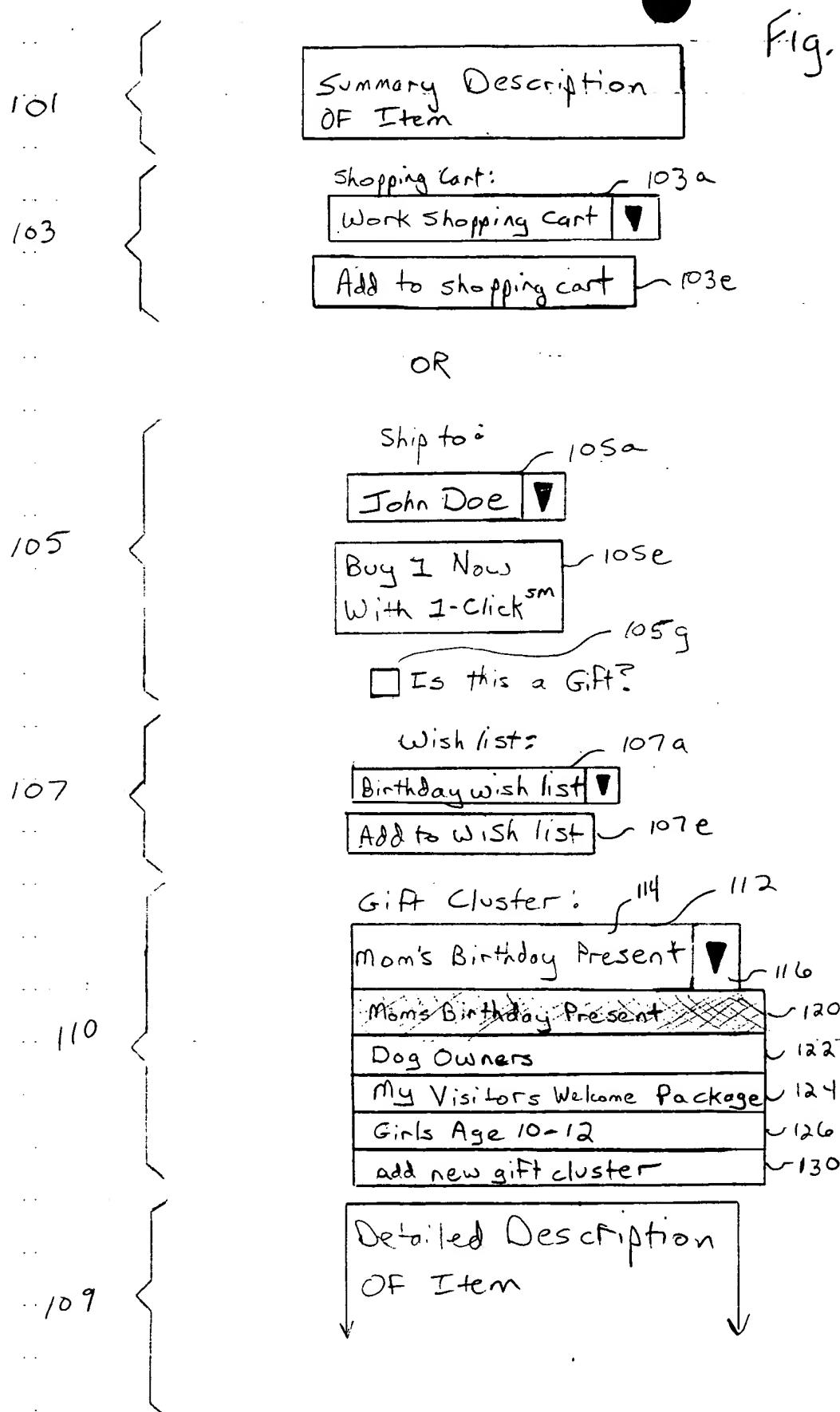


Fig. 1B

002201-4266960



Item Categorization Information 140

Item Name	Item ID	Product/Service	Product Type	Service Type	Occasion	Gender	Age Range	Interests
Book ABC	0001342	Product	Book	-	*	*	*	*
Book BCD	0009287	Product	Book	-	*	*	*	Science Fiction, Mystery
Book CDE	0001983	Product	Book	-	*	Male	16+	*
Book DEF	9072086	Product	Book	-	Wedding	*	*	*
Cake ABC	7972383	Product	Food	-	Birthday	*	5-10	*
Food Product BCD	2987238	Product	Food	-	*	*	*	*
Flower Arrangement ABC	0279800	Product	Flowers	-	*	*	*	*
Music CD ABC	0013803	Product	Music, CD	-	*	*	*	*
DVD Movie ABC	0012333	Product	Movie, DVD	-	*	*	*	*
VHS Movie ABC	7813292	Product	Movie, VHS	-	*	*	*	*
TV ABC	0974363	Product	Electronics	-	*	*	*	*
Software ABC	3513527	Product	Software, CD	-	*	*	*	*
Toy ABC	4397234	Product	Toy	-	*	*	*	*
Video Game ABC	5982374	Product	Video Game	-	*	*	*	*
Health Product ABC	9874933	Product	Health	-	*	*	*	*
Prescription ABC	72283977	Product	Health	-	*	*	*	*
Beauty Product ABC	63887924	Product	Beauty	-	*	*	*	*
Art Item ABC	3941272	Product	Art	-	*	*	*	*
Collectible Item ABC	9071467	Product	Collectible	-	*	*	*	*
Kitchenware ABC	8913741	Product	Kitchenware	-	*	*	*	*
Furniture ABC	7137783	Product	Furniture	-	*	*	*	*
Home Furnishing ABC	8091203	Product	Furnishing	-	*	*	*	*
Houseware ABC	8789122	Product	Houseware	-	*	*	*	*
Lawn Product ABC	3293107	Product	Lawn	-	*	*	*	*
Tool ABC	2283717	Product	Tool	-	*	*	*	*
Automobile Rental ABC	2002733	Service	Automobile	-	Rental	*	*	*
Home Cleaning Package ABC	3229073	Service	-	Cleaning	*	*	*	*
Computer ABC & Service BCD	4927349	Product, Service	Computer	Repair	*	*	*	*
Gift Certificate Amount ABC	3789239	Product	Gift Certificate	-	*	*	*	*
Gift Cluster ABC	9723078	Product	Cluster	-	*	*	*	*

Current Gift Cluster: Mom's Birthday Present

### Change Gift Cluster

### Add Selected Items To Gift Cluster

*Figure 1C*

## Create New Gift Clusters

\* Name:  ~ 162

Description:  ~ 164

Available To Others: Yes  ~ 166

Expiration: <None  ~ 168

Recipient: <Any  ~ 170

Categories: <Any  ~ 172

Occasion: <Any  ~ 174

Education Level: <Any  ~ 176

Gender: Male  ~ 178

Income Level: <Any  ~ 180

Age: 18-20  ~ 182

Location: <Any  ~ 184

Interests: <Any  ~ 186

Race: <Any  ~ 188

Ethnicity: <Any  ~ 190

Religion: <Any  ~ 191

Occupation: <Any  ~ 192

Sexual Orientation: <Any  ~ 193

Gift Wrap: None  ~ 195

Shipping Instructions: None  ~ 196

Accompanying Card: None  ~ 197

Figure 1D

160

Create New Gift Cluster As Indicated

\* - Required Field

My Gift Clusters 220

Gift Cluster Name	Creator	Categories	Product/Service	Available To Others	Expiration Date	Price	Gift Cluster Item Description	Cluster or Item ID	Occasion	Gender	Age Range	Interests
220a Mom's Birthday Present	User A	Book, Toy, Cleaning	Product, Service	Yes	-	\$150		0783412	*	Male	16+	*
220b							Book CDE	0001983	*	Male	16+	*
220c							Toy ABC	4397234	*	*	*	*
220d							Home Cleaning Package ABC	3229073	*	*	*	*
220e	Gift Cluster ABC	User A	Video Game	Product	No	12/26/XX	\$43	5635655	Christmas 2000	*	10-17	*
220f							Video Game BCD	7239472	*	*	5-17	*
220g							Video Game CDE	72239487	*	*	10-20	*
								⋮				

Figure 2A

Current Recipient: Ian Smith    $\sim 231$   $\sim 235$

Customer Categorization Information 390

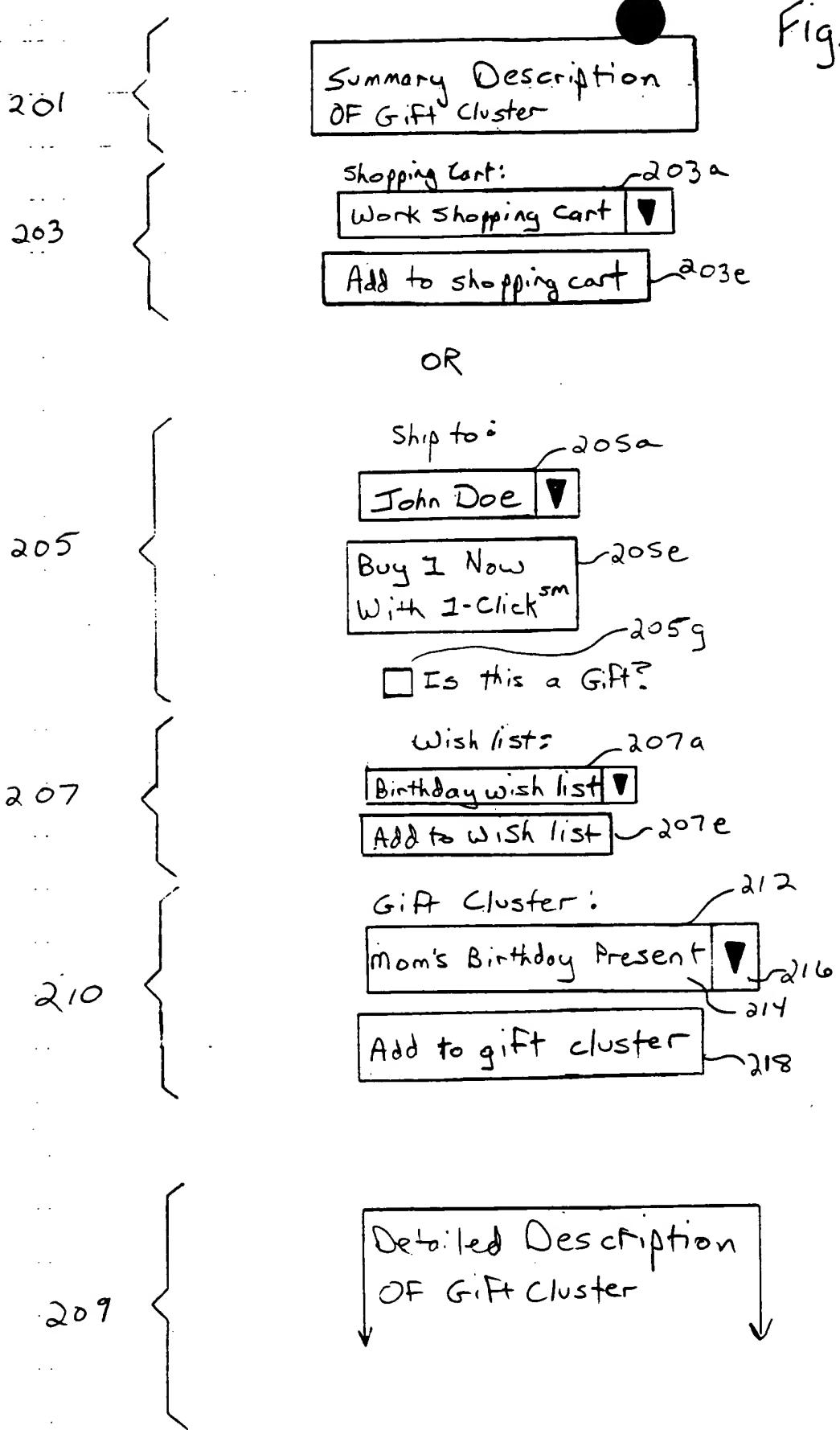
Customer Name	Customer ID	Gender	Age	Birthday	Interests	Occupation	Education Level	Income Level	Location	Race	Ethnicity	Religion	Sexual Orientation
390a John Doe	2749328	Male	37	-	-	-	-	-	-	-	-	-	-
390b Sally Hilter	1234112	Female	13	04/22/XX	Baseball	-	-	-	-	-	-	-	-
390c Cowboy Joe	1634132	-	-	-	Dog Owner	-	-	-	-	-	-	-	-
390d Jose Smith	1341311	Male	25	08/29/XX	Wine, Java	Architect	B.S.	50-60K	Boston	-	Hispanic	Catholic	Heterosexual
									⋮				

Current Gift Cluster: ABC    $\sim 381$   $\sim 383$

Figure 3B

$\sim 385$

Fig. 2B



## Search For Gift Clusters

Name :  ~ 302  
 ~ 352

Creator :  ~ 304  
 ~ 354

Category :  ~ 306  
 ~ 356

Occasion :  ~ 308  
 ~ 358

Gender :  ~ 310  
 ~ 360

Age :  ~ 312  
 ~ 362

Interests :  ~ 314  
 ~ 364

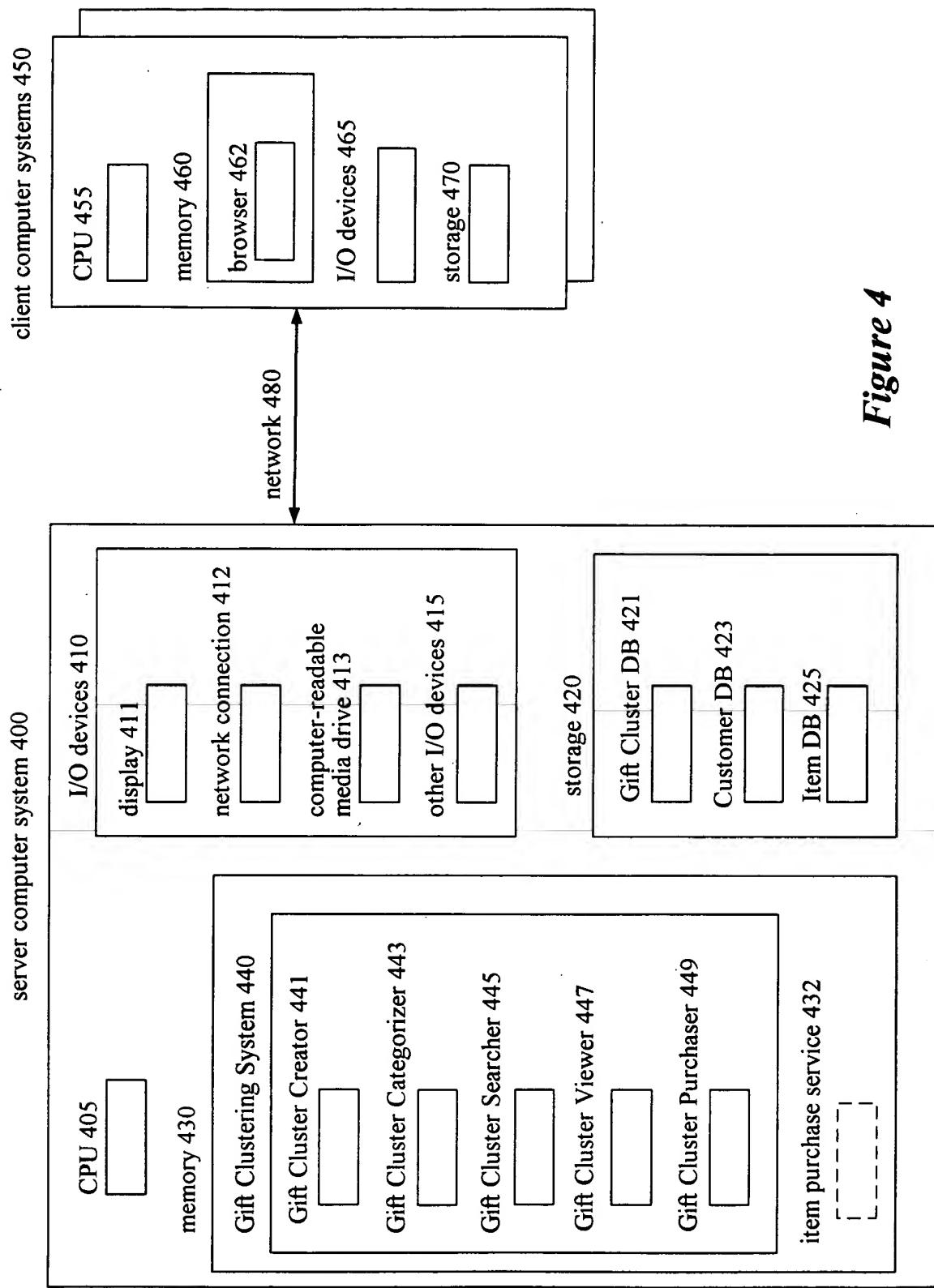
Maximum price :  ~ 316  
 ~ 366

Expiration :  ~ 318  
 ~ 368

:  ~ 322  
2 320

~ 370

Figure 3A



**Figure 4**

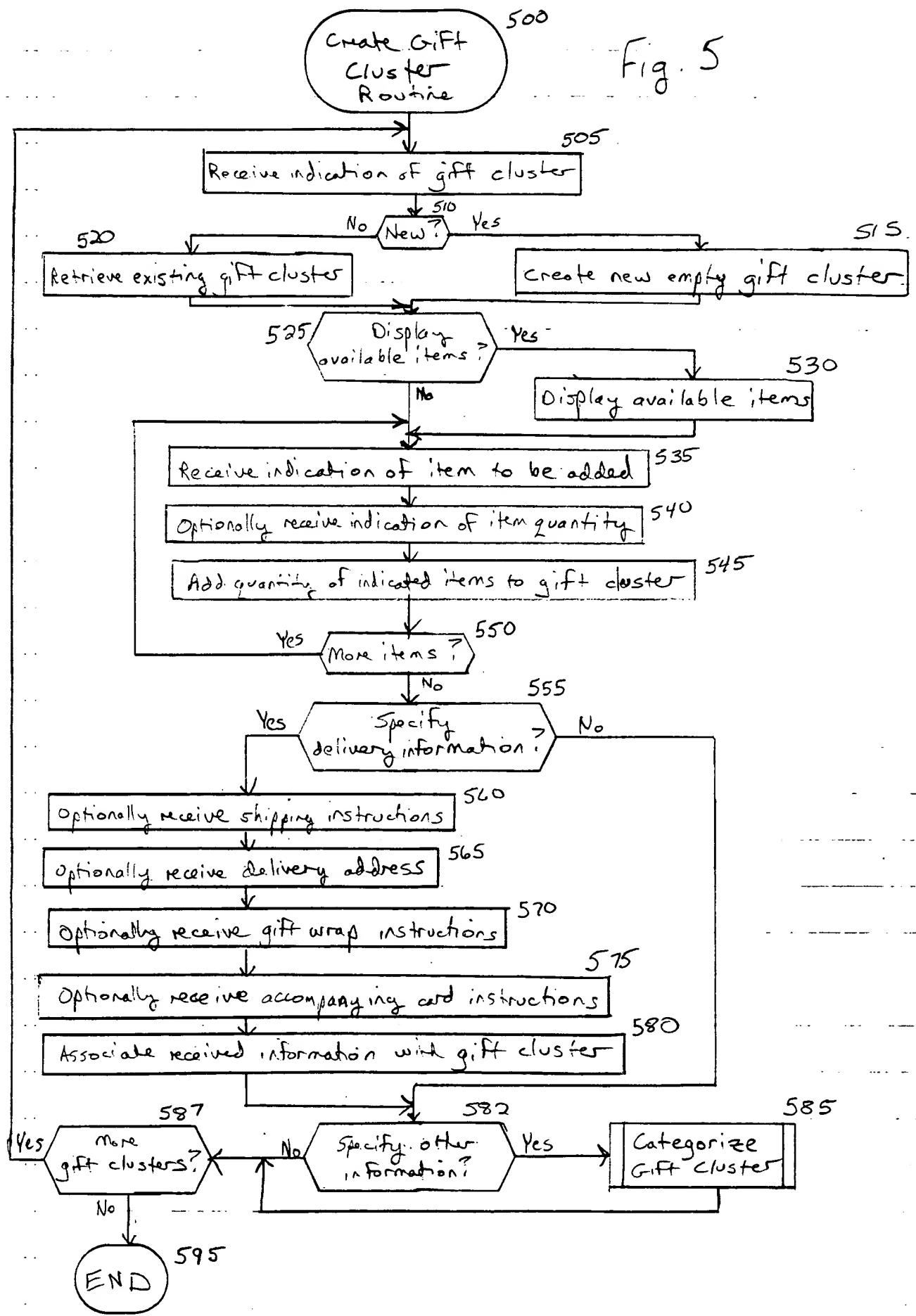


Fig. 6

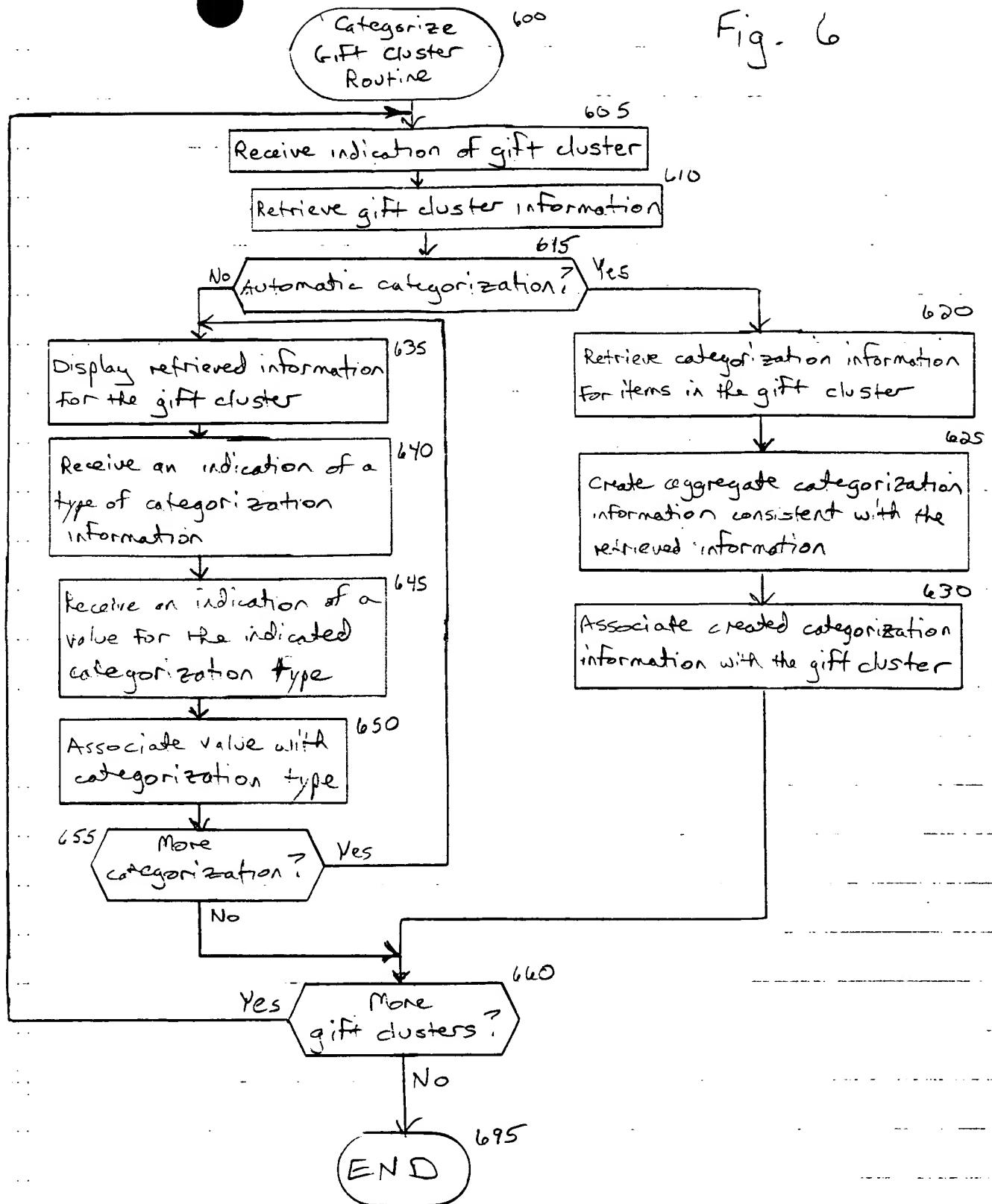
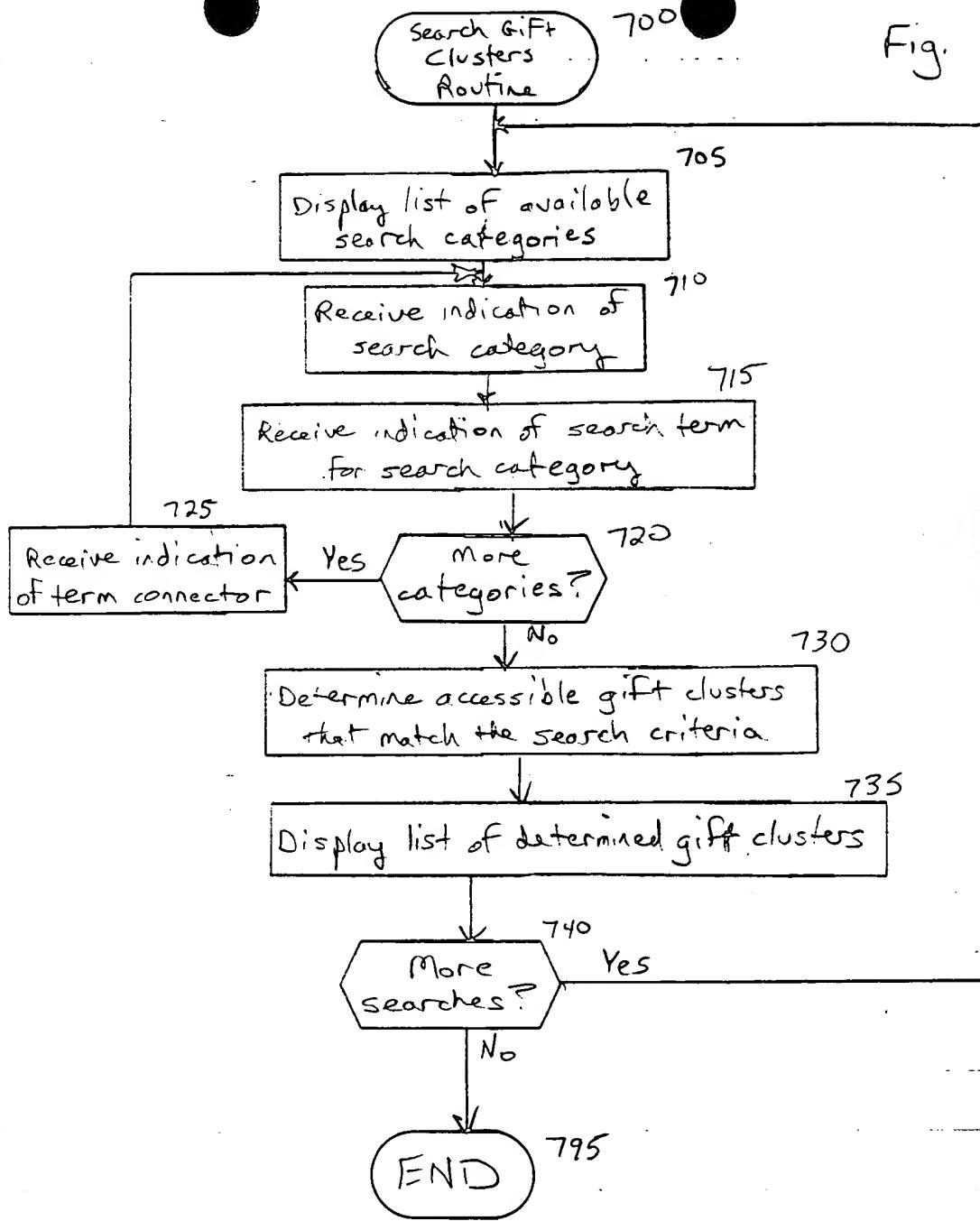


Fig. 7



00000000000000000000000000000000

Fig. 8

